Navy Localized Messages
NRD Miami

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Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

Warfighting first, operate forward, be ready

All good things take GREAT people

70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

70 – percent of the Earth's surface is covered by water
80 – percent of the world's people live near the ocean
90 – percent of all international trade travels by the sea
100 – America's Navy is ALWAYS 100 percent on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.

Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD Miami

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Florida, with nearly 32,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for the entire NRD – you would tailor this specifically for Miami, for Puerto Rico, etc. and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence*)
- The Navy forges true leaders such as Petty Officer First Class Mariska Rey who not only serves her country as an xx, but also contributes her time to her local community, serving as a mentor to Girl Scout troops and teaching them military drills. *(Please note: on the feedback form you filled out, you listed Petty Officer First Class Mariska Rey as an example of a Sailor doing great things, but I don't have any other information from you on what she does. This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project.)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR xx who recruits female Nuke Officers to serve their country by offering the critical support needed to run a nuclear power plant on a U.S. Navy warship. (*This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, etc. You listed Nuke and Officers as recruiting priorities so include a relevant example here*)
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD Miami, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diverse officers. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer*)

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- Imagine assuming control of a $1.5 billion nuclear-powered submarine in your mid-twenties. The Navy submarine force is powered by nuclear energy. There are more than xx Submarine Officers operating the Navy's fleet. We are always searching for the best and brightest, offering tuition rewards and recruiting from top universities such as University of Miami and Miami Dade College to join the military ranks. (*This is an example focusing on nuke and calling out a few universities in NRD Miami– tailor this message to the schools you recruit from and give examples of the tuition rewards you provide*)
- As a woman in the Navy, you make up approximately 15 percent of the active duty force and may serve in some of the most dynamic environments imaginable while furthering your expertise and pursuing your true passions. We are searching for the best and brightest to be part of something far bigger than the community you serve, and are recruiting from top universities such as University of Miami and Miami Dade College among many others. (*This is an example of showing the strength of opportunities for women in the Navy and making it relevant to your local NRD – tailor the universities you are recruiting from and add any recruiting bonuses you give to Nuke Officers)*
- America's Navy offers hundreds of career opportunities in dozens of exciting fields whether you're seeking a position as a Naval Nuclear Power School Instructor or a Surface Warfare Officer, you will find unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling some of the priority recruiting ratings needed in NRD Miami)*

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy for the humanitarian missions and don't realize the Navy can take its care anywhere in the world – we can deploy an entire hospital – a floating hospital that can get to anywhere, any time, and here, in Miami, we want to recruit men and women to join us as doctors and dentists. *(When tailoring this message, include the area you are talking about)*
- Every day our Navy men and women in uniform across the globe play an important role in communicating how the Navy influences and changes lives. And, in Tampa, this weekend, our Sailors mission was to talk to the Girl Scouts of West Florida and show that the Navy has opportunities for women in careers in engineering and technology. *(This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district)*
- Floridians, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of Florida, or the people of Puerto Rico, etc.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in Florida, please reach out to your local Fleet and Family Support Center or network with fellow Tampa and Miami Navy moms and wives on NAVYForMoms.com *(When tailoring this message, include the area you are talking about)*
- Thank you to our Navy families in Puerto Rico. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family (*When tailoring this message, include the area you are talking about)*

Florida Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **15** of the Fortune 500 ranked companies are based in cities in Florida, with World Fuel Services ranked in the top 100 (ranked in revenues):
  - World Fuel Services, Publix Super Markets, Tech Data, Jabil Circuit, NextEra Energy, CSX, Office Depot, Darden Restaurants, WellCare Health Plans, Fidelity National Financial, Health Management Associates, Ryder System, Harris, Fidelity National Information Services.
- The Navy has a very visible presence in Florida, including assets such as the Mayport Naval Station and more than 32,000 Navy personnel employed, including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Florida's export shipments of merchandise which totaled $66.2 billion in 2012.
- A total of 60,147 companies exported from Florida locations in 2011. Of those, 57,381 (95.4 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over two-thirds (68 percent) of Florida's total exports of merchandise in 2011.

Florida Data Points

- Florida received $1,099,256 in federal funding through the Small Business Administration’s State Trade Export Promotion (STEP) grant program, designed to support local and state businesses’ efforts to overcome obstacles that stand in the way of accessing foreign markets
  - The Step Program and Enterprise Florida, Inc. (EFI) will use funds to increase the value and number of small businesses exporting. This will be achieved by conducting trade missions and trade shows in countries representing both emerging and developed markets, and by offering funding to cover the costs of trade show booths and Gold Keys.
  - A program to develop Export Marketing Plans will arm new-to-export companies with the information they need to begin exporting.
- Export-supported jobs linked to manufacturing account for an estimated 2.2 percent of Florida's total private-sector employment. Over one-sixth (18.3 percent) of all manufacturing workers in Florida depend on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Lockheed Martin Corporation - $1,360,588
  - Raytheon Company - $1,285,810
  - Northrop Grumman Corporation - $748,500
  - D R S Technologies, Inc. - $513,171
  - Hellfire Systems, LLC - $454,188
  - General Dynamics Corporation - $395,053
  - Jacobs Engineering Group Inc. - $302,593
  - Harris Corporation - $282,521
  - Honeywell International Inc. - $252,111
  - Hensel Phelps Construction Co. - $237,016

Florida Data Points

- The state's largest export market was Switzerland. Florida posted merchandise exports of $8.2 billion to Switzerland in 2012, 12.4 percent of the state’s total merchandise exports. Switzerland was followed by Venezuela ($5.1 billion), Brazil ($4.9 billion), Canada ($3.8 billion), and Colombia ($3.1 billion).
- Florida’s largest merchandise export category was computers and electronic products, which accounted for $14.5 billion of Florida's total merchandise exports in 2012. Other top merchandise exports were transportation equipment ($10.3 billion), primary metal manufactures ($8.5 billion), chemicals ($7.5 billion), and machinery ($6.7 billion).
- In 2012, the following metropolitan areas in Florida recorded merchandise exports: Miami-Fort Lauderdale-Pompano Beach ($47.9 billion), Tampa-St. Petersburg-Clearwater ($7.2 billion), Orlando-Kissimmee-Sanford ($3.9 billion), Jacksonville ($2.6 billion), Lakeland-Winter Haven ($1.9 billion), Pensacola-Ferry Pass-Brent ($1.1 billion), Palm Bay-Melbourne-Titusville ($982 million),North Port-Bradenton-Sarasota ($804 million), Cape Coral-Fort Myers ($510 million), and Gainesville ($349 million).
- Six ships have borne the name USS *Florida* including:
  - The first USS *Florida* (1824-1831), was a tiny ship powered only by sails and served as a survey vessel along the southern coast of the United States including the Florida area. She was also known as a cutter and saw some revenue service. She was built from one of the three designs drawn in 1815 by William Doughty.
  - The second USS *Florida* (1861-1867), was a sidewheel steamer and began her career on 15 October 1861. She served as a Union blockading vessel outside of ports in South Carolina, Georgia and Florida until November 1862. She was instrumental in the capture of ten enemy merchant and naval vessels.

Florida Data Points

- Top Medical Schools
  - University of Florida* (#48, U.S. News Best Medical Schools: Research, #86, U.S. News Best Medical Schools: Primary Care, Gainesville, Florida)
  - University of Miami (#53, U.S. News Best Medical Schools: Research, #48, U.S. News Best Medical Schools: Primary Care, Coral Gables, Florida)
  - Florida State University* -- (Tallahassee, Florida)
  - Nova Southeastern University – (Fort Lauderdale, Florida)
- Top Engineering Schools
  - University of Florida* (#35, U.S. News Best Engineering Grad Schools, Gainesville, Florida)
  - University of Central Florida (#72, U.S. News Best Engineering Grad Schools, Orlando, Florida)
  - Florida A&M University* – Florida State University* (Joint university program; #102, U.S. News Best Engineering Grad Schools, Tallahassee, Florida)
  - University of South Florida* (#109, U.S. News Best Engineering Grad Schools, Tampa, Florida)
  - University of Miami (#121, U.S. News Best Engineering Grad Schools, Coral Gables, Florida)
  - Florida International University – (Miami, Florida)
  - Florida Atlantic University – (Boca Raton, Florida)
  - Florida Institute of Technology – (Melbourne, Florida)
- Top Chaplain Schools
  - Saint Leo University – (Saint Leo, Florida)
  - Ave Maria University – (Ave Maria, Florida)
  - Florida Southern College – (Lakeland, Florida)
  - Palm Beach Atlantic University – West Palm Beach
  - Saint Thomas University – (Miami Gardens, Florida)

*Indicates university with NROTC program

Florida Data Points

- Steam frigate, the USS Florida, 1864-1883: This ship began her career near the end of the Civil War as the Wampanoag. Renamed Florida in 1869, she set records for speed, economy of fuel, and length of time steaming at high speed. Her top speed (16.758 mph) surprised many experts of the day. Unfortunately, she saw little active service because of design flaws: the superstructure prevented the guns from firing straight ahead and she took more time in turning than other warships. She served as a stores ship from 1874 until 1883.
- The USS *Florida*, an Arkansas class monitor (BM-9) was commissioned 18 June 1903. This vessel, a coastal defense monitor, was the direct descendent of the Union ship Monitor. The USS *Florida* served as a coastal defense ship, later as a submarine tender, and as a naval training ship. In 1908 her name was changed to *Tallahassee* to free the state name for the battleship that soon would be launched.
- The USS *Florida*, a battleship (BB-30): The USS *Florida*, was a Florida class battleship and the lead ship of her class. She was commissioned on 15 September 1911. During World War I the *Florida* served with the British Grand Fleet and assisted in maneuvers against the German fleet and performed convoy duty through the remainder of the war. She served as escort to the *George Washington*, which President Woodrow Wilson embarked to France to promulgate the Treaty of Versailles officially ending the war. In the peacetime Navy the *Florida* was a training and exercise vessel. She was decommissioned in April 1931 in accordance with armament restrictions imposed by the London Naval Treaty and was scrapped in 1932.
- The USS *Florida,* a Trident class submarine (SSBN-728) was commissioned on 18 June 1983. After twenty years of service as part of the U.S. nuclear deterrent force, the USS *Florida* underwent a three-year conversion to extend its service in a new fighting role. Its huge missile tubes, which formerly held nuclear-armed ballistic missiles, were altered to carry up to 154 conventionally armed Tomahawk cruise missiles. According to the Navy, "The new platform would also have the capability to carry and support more than 66 Navy SEALs and insert them clandestinely into potential conflict areas.“ The USS *Florida* returned to active service in May 2006. When not deployed at sea, the submarine is based at Kings Bay, Georgia.

Florida Data Points

- Florida is proud to be home to 21 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Lieutenant Commander William Merrill Corry Jr., received a Medal of Honor for heroic service in attempting to rescue a fellow officer from a flame-enveloped airplane near Hartford, Connecticut. On 2 October 1920, an airplane in which Corry was a passenger in, crashed and burst into flames. He was thrown 30 feet clear of the plane and, though injured, rushed back to the burning machine and tried to release the pilot. In so doing he sustained serious burns, from which he died four days later.
  - Lieutenant Thomas Rolland Norris received a Medal of Honor for extraordinary heroism in action in the Republic of Vietnam from 10 - 13 April 1972, as a SEAL Advisor with the U.S. Military Assistance Command. Norris completed an unprecedented ground rescue of two downed pilots deep within heavily controlled enemy territory in Quang Tri Province. Norris led a five-man patrol through 2,000 meters of heavily controlled enemy territory, located one of the downed pilots at daybreak, and returned to the Forward Operating Base (FOB). After a mortar and rocket attack on the small FOB, Norris led a three-man team on two unsuccessful rescue attempts for the second pilot. Norris and one Vietnamese traveled throughout that night and found the injured pilot. Covering the pilot with bamboo and vegetation, they began the return journey, successfully evading a North Vietnamese patrol. Approaching the FOB, they came under heavy machinegun fire. Norris called in an air strike which provided suppression fire and a smoke screen, allowing the rescue party to reach the FOB. By his outstanding display of leadership, courage, and selfless dedication in the face of extreme danger, Lieutenant Norris embodied the finest traditions of the U.S. Naval Service.
  - Hospital Corpsman Third Class Robert R. Ingram received a Medal of Honor while serving as Corpsman with Company C, First Battalion, Seventh Marines, THIRD Marine Division (Reinforced, Fleet Marine Force, against elements of a North Vietnam Aggressor (NVA) battalion in Quang Ngai Province, Republic of Vietnam, on 28 March 1966.

Puerto Rico Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- The Navy has minimal presence in Puerto Rico, as Roosevelt Roads Naval Station was closed in 2004. However, the importance the Navy plays through making the waterways safe for exports is critical to Puerto Rico's economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Puerto Rico's export shipments of merchandise which totaled $64.88 billion in 2011.
- The commonwealth's largest export partners are the United States, the United Kingdom, the Dominican Republic and the Netherlands; its largest merchandise export categories are chemicals, electronics, apparel, canned tuna, rum, beverage concentrates, and medical equipment.
- Puerto Rico received $455,559 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The Puerto Rico Trade Company (PRTC), will offer small businesses the opportunity to participate in foreign trade missions, international trade shows and opportunities to conduct business with potential buyers through reverse trade missions.
  - Also, it will hold the first Export Service Summit in December 2012, where local and international service sector industries can meet and discuss new trends and conduct business.
- Top Medical Schools
  - Ponce School of Medicine and Health Sciences – (Ponce, Puerto Rico)
  - Universidad Central del Caribe – (Bayamon, Puerto Rico)
  - University of Puerto Rico School of Medicine – (San Juan, Puerto Rico)

Puerto Rico Data Points

- No ships have borne the name USS *Puerto Rico,* however there are three vessels named after cities in Puerto Rico including:
  - USS *Ponce* is the 12th and last ship in the Austin class of Amphibious Transport Docks. Commissioned 10 July 1971, the ship is named after the city in the Commonwealth of Puerto Rico. She is also named after the Spanish explorer Juan Ponce de Leon, discoverer of Florida, first governor of Puerto Rico.
  - USS *San Juan* (CL-54, later CLAA-54), 1942-1961, was a 6000-ton Atlanta class light cruiser built at Quincy, Massachusetts, and was commissioned at the end of February 1942. In June of that year, following shakedown in the western Atlantic, she went to the Pacific to join the war against Japan. After a west coast overhaul, *San Juan* supported the Marshall Islands invasion in January-February 1944, the extensive attacks on Japanese bases in the central Pacific from then into May, and landings at Hollandia, New Guinea, in April. Inactivated during 1946, she was formally decommissioned in November of that year.
  - USS *San Juan (*SSN-751*)* is the 40th Los Angeles class Attack Submarine. Commissioned on 6 August 1988, she is the third ship to be named for San Juan, Puerto Rico. *San Juan* and all following submarines in the class are quieter, incorporate an advanced BSY-1 sonar suite combat system and the ability to lay mines from their torpedo tubes.

- No Fortune 500 ranked companies are based in cities in Puerto Rico.

- Puerto Rico is not credited as the home of any Medal of Honor recipients.

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